BECAUSE MUSIC MATTERS

aircoustic
BY VIVANCO

AIRCOUSTIC Our exciting new project launches

The Aircoustic brand symbolises an entirely new, customer-oriented approach to sell headphones. The concept based on actual consumer behaviour, provides a better overview for the customer at the shelf and actively promotes the decision to buy. Innovative, interesting and unique hero products complete the purchasing experience.

SEGMENTATION BY USE –
Our concept is based on range purchasing behaviour. Surveys have established that customers base their decision to buy on the intended use. Headphones, for example, are required for travelling or are worn during jogging. For this reason, we segment the Aircoustic product by use rather than by type or design. This lets the customer find the right headphones for his intended use very quickly.

DECISION GUIDANCE AND FAST ORIENTATION –
The concept for the Aircoustic product line indicates the relevant applications and so actively supports the customer in their decision to buy. The colour guidance system leads them to the desired product segments such as sports, travelling or fashion. From there they can choose from several specially developed models with specific benefits.

INTERESTING INNOVATIONS –
For many years, Vivanco has been one of the leading specialists for headphones. This also holds true for the new Aircoustic product range featuring unique items no other vendor can boast of. Let us surprise, intrigue and delight both you and your customers.

COMPREHENSIVE SOLUTION –
Aircoustic is the comprehensive solution for headphones. We ensure a uniform and attractive shelf presentation minimising the need for staff intervention. At the same time, we address all customer groups much more directly. The individual product segments are also ideally suited for additional placement or seasonal promotion such as during the travelling season or for sports events.

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THE PACKAGING

The packaging concept actively helps the customer to find the right earphone for his or her particular application. The individual categories are clearly colour-coded and the most important features of the products can be seen at a glance. The shape and form of the packaging are carefully coordinated to provide an attractive and uniform appearance on the shelf.

The most important information is visible at a glance

Clear categorisation into fields of application aiding the customer's choice

A perforated line makes the package easy to open

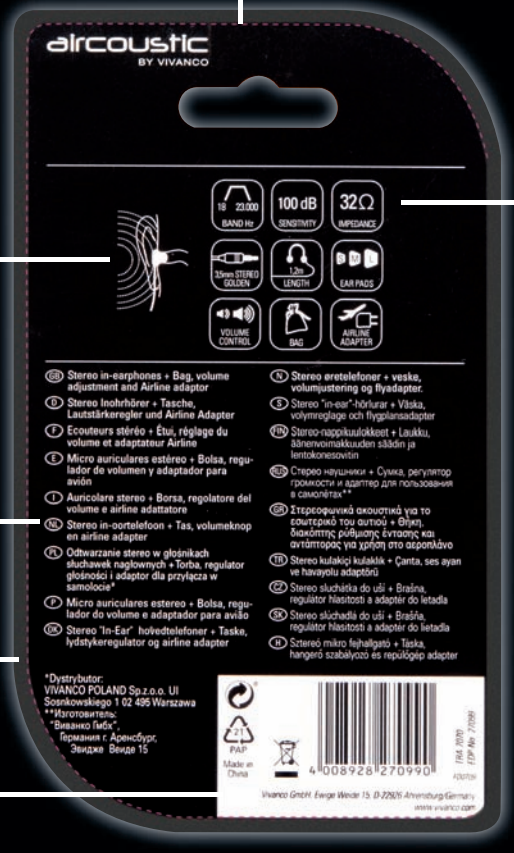
Detailed explanation of the most important features by means of simple icons

Application icons for better understanding of the functions

Good visibility of the product

Product description in 18 languages

Fully sealed blister to protect the product against theft



All information for retailers in one central position

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Marketing material for sales promotion

Aircoustic Shop Header "Which headphone is for you?"

5 sections
(dimensions 100 x 20 cm)
27258

4 sections
(dimensions 50 x 20 cm)
28473

Shop Header for wooden- and sound profile series

(dimensions 100 x 20 cm)
27259

Aircoustic brochure
for the end consumers 27580

Aircoustic hanging display for shopwalls
to explain the advantages of the product to end consumers

For the ***Studio Monitors*** earphones
28619

For the
Metal Profile earphones
27261

For the ***Wooden Speakers*** + ***Studio Monitors*** earphones
27262

For the
Aircoustic earphones
27260

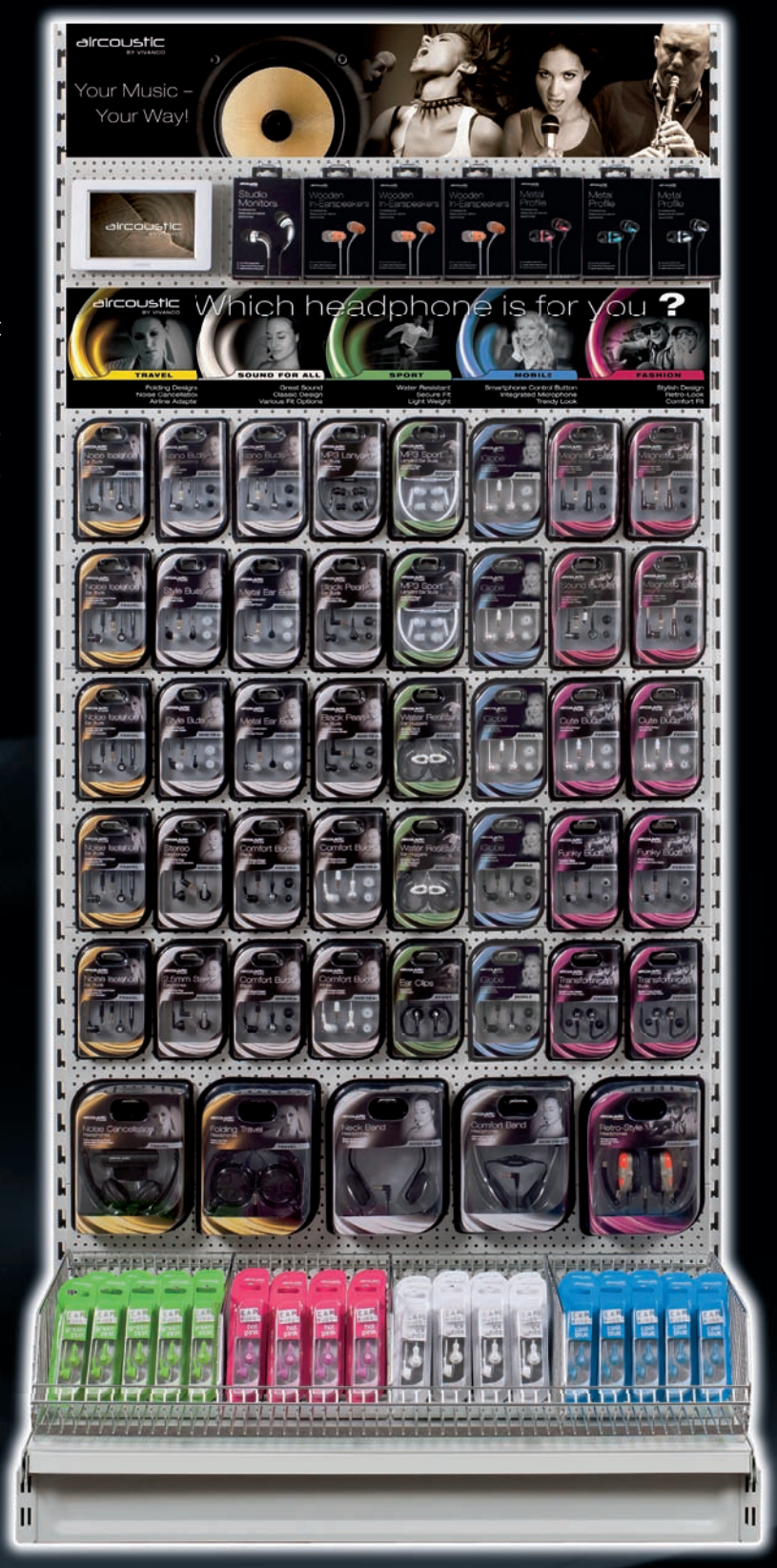
For the ***Wooden Speakers*** earphones
27262

Aircoustic banner including magnetic base
(dimensions banner 20 x 120 cm) 27263

Presentation at the P.O.P.

Aircoustic presentation system

Vivanco is reacting to the increasing requirements for flexible presentation of the products at the P.O.P. (point of purchase). An attractive visual effect and an clearly structured presentation on the shelf promotes sales and arouses the customers impulse to buy.



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STUDIO MONITORS Professional, Balanced Armature Drivers

Professional artists and technicians use studio headphones to ascertain that voices and instruments are reproduced entirely unaltered. Our product features a balanced armature driver ensuring that all these details are conveyed to the listener with the highest fidelity and precision. The sound quality is incredibly realistic and neutral. The headphones themselves do not influence the sound. So if you wish to experience the ultimate reproduction, you should choose this model.

STUDIO MONITORS 27108

- Incredible detail
- Totally faithful
- Flat response
- Not comparable to usual earphones

WOODEN SPEAKERS Engineered With Heart

Our society is distinguished by individualism, which is more and more reflected in purchasing behaviour. Whole industry sectors make their living by producing customised products. For this reason, Aircoustic offers another unique range: hand crafted wooden headphones. Due to its excellent resonance properties, wood is the ideal material for loudspeaker production. We adopted this principle for the construction of headphones and fine-tuned it by choosing different types of wood featuring individual sound properties. Give them a try, you'll be in for a surprise!

BLACK WALNUT **In Ear Speakers** 27105

- In earphones, hand crafted
- Warm bass
- Smooth treble

CHERRY WOOD **In Ear Speakers** 27106

- In earphones, hand crafted
- Rich vocals
- Vivid detail

BEECH WOOD **In Ear Speakers** 27107

- In earphones, hand crafted
- Mellow bass
- Pure high notes

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METAL PROFILE Your Music, Your Way

Real music lovers generally have diverse tastes but also a definite favourite genre or "style of music". Why not take headphones exactly matched to your personal preferences then? As of now, Aircoustic offers this innovation in a brand new product line! The rock fan gets his money's worth with the "ROCK" variant delivering powerful bass. Lovers of pop music in turn prefer a sound profile with ultra clear voices and rhythmic melodies. And lovers of classical music will choose a balanced, rich sound. Of course, all headphones are generally suited for all types of music but if you want to drive sportly, you will buy yourself a sports car.

ROCK PROFILE **Metal Earphones** 27102

- Optimized for rock music
- Astounding bass
- Crisp treble

POP PROFILE **Metal Earphones** 27103

- Optimized for pop music
- Clean vocals
- Rhythmic melody

CLASSICAL PROFILE **Metal Earphones** 27104

- Optimized for classical music
- Extended mid tones
- Detailed treble

FASHION

Aircoustic Fashion stands for design and lifestyle. For all music lovers who not only want an excellent sound, but also a look to match their style or mood.

DESIGNER EARPHONES **"Magnetic Buds"** 27573

black/red

- Totally new, cutting edge design
- Optimal bass
- 1.8m anti tangle cable, red *)
- Silicon ear pads (S/M/L)

new

DESIGNER EARPHONES **"Magnetic Buds"** 27574

brown/creme

- Totally new, cutting edge design
- Optimal bass
- 1.8 anti tangle cable, brown/creme *)
- Silicon ear pads (S/M/L)

new

EARPHONES **"Sound Bullet"** 27085

- Fresh design
- Slim profile
- Anti tangle cable *)
- Silicon ear pads (S/M/L)

new

*) What is an Anti Tangle Cable?
This cable avoids inconvenient knots and cable mess using a special surface structure and flat design.

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FASHION

IN EARPHONES **"Cute Buds"** 27080

- Pink perl design
- Comfort fit
- Trendy style
- S/M/L earpads

IN EARPHONES **"Funky Buds"** 27082

- Stylish design
- Powerful bass
- With asymmetric cable
- S/M/L earpads

IN EARPHONES **"Transforming Buds"** 27083

- Stylish 2 way design
- Removable flex hook
- S/M/L earpads

HEADPHONES **"Retro Style"** 27084

- Vintage design
- Swivel ear cups
- Folds flat
- Leather earpads

TRAVEL

Aircoustic Travel headphones are the perfect companions for relaxed travelling. Balanced sound and comfortable fit guarantee that music can be enjoyed in comfort. Ambient noise is dramatically reduced thanks to active noise cancellation or passive noise isolation technology. With their extremely compact, folding design, the earphones fit into any travel bag.

NOISE ISOLATION **ear buds** 27099

The passive construction isolates background noise, and the headphones offer a high degree of comfort because of their balanced fit.

- Isolates background noise
- Comfortable fit
- S/M/L earpads
- Plug: 3.5 mm stereo golden
- Volume control
- Incl. bag and airline adaptor

NOISE CANCELLATION **headphones** 27100

Travel headphones with active Noise Cancelling Technology offer excellent sound of unique quality. Noise of the entire frequency range is reduced, and undesired interfering noise is almost completely removed. The compact design and light weight offer a comfortable listening experience, even after hours.

- Active cancelling circuit
- Lightweight folding design
- Full travel kit incl.
- Leather style earpads
- Plug: 3.5 mm stereo golden
- Volume control
- Airline adapter
- Incl. bag

FOLDING **headphones** 27101

The rotating ear cushions and the fold-in design make the headphones an ideal travel companion for all types of music and audio books.

- Folds fully flat
- Swivel design
- Leather style earpads

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SPORT

For jogging, gym or walking - the Sport earphones guarantee a perfect fit which will not slip. The specially designed materials are resistant to sweat or water and very tough. Whether as a second earphone or a permanent listening companion, you can now enjoy music even in extreme situations.

EAR CLIPS 27096

- Safety ear clip system ensures the perfect fit for all kinds of sport
- Lightweight
- Incl. bag

WATER RESISTANT **ear huggers** 27097

- Resistant to water and sweat
- Ultra flexible ear clips allow adaptation to every ear shape
- Safety ear clip system ensures the perfect fit for all kinds of sport
- Modular cable system also allows to wear MP3 players on the armband

IN-EARPHONES **"Lanyard"** 27098

- Lanyard system for easy attaching of MP3 players and mobile phones
- Secure neck fit
- S/M/L earpads

MOBILE

Mobile phones and mp3-Player are merging slowly into a single device. Therefore, the demand for headsets which can use this functionality is rising in proportion. Existing models generally manage your mobile phone functions quite well, but the sound quality is not really that great, especially with music. The aircoustic MOBILE range is introduced to address this problem. Our new headsets with added microphone and control button deliver an excellent sound while maintaining control of your device. They are also very discrete, light and comfortable even with prolonged use.

MBL 8080 – **White Sphere** 28684

Made for iPhone Headset

new

- Integrated microphone
- Control unit for: Answering calls, play/pause, skip, volume
- Discrete design

illustration only

MBL 8081 – **Black Sphere** 28685

Headset for Smartphones

new

- Integrated microphone
- Control unit for: Answering button, play/pause, skip *)
- Discrete design

illustration only

*) These functions are dependent on the compatibility with the particular device. The microphone and earphone functions will work with every device.

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FREEDOM

Excellent sound quality for home use. The full range of movement of the Freedom series of radio headphones makes them a convincing choice for TV, hi-fi music or gaming. Simple to use, and with a long-lasting battery charge for undisturbed listening. Enjoy the Freedom!

FMH 6180 – **Wireless headphone set with auto-tuning and balance control** 27255

Finely detailed sound, optimum fit and soft ear pads provide hours of comfort and relaxation. A charging and storage function, auto-tuning and balance control make a perfect package. Pure cordless musical pleasure!

FMH 7190 – **Wireless headphone set with SRS virtual Surround Sound and balance control** 27256

Developed and designed for the highest demands, as well as for supreme comfort, the wireless headphones offer an additional selectable surround-sound feature. A long range, easy handling and intuitive operation form the basis for long and undisturbed musical pleasure.

SOUND FOR ALL

High quality for everyday listening. For MP3 players, notebooks or gaming - the Aircoustic Sound-For-All series has great variety. MP3 design, earphones, neck harnesses or lightweight earphones all provide the balanced sound needed for different occasions. State-of-the-art for at home and away.

MICRO EARPHONES **"NANO BUDS"** 27575

- Super lightweight design
- Bright sound
- Crisp bass
- Silicon ear pads (S/M/L)

new

STEREO EARPHONES WITH 2.5 MM PLUG 27086

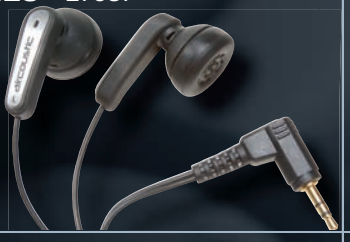
- Great for phone and MP3

IN EARPHONES **"BLACK PEARL"** 27091

- Golden 2,5 mm plug
- Noise isolating design
- S/M/L earpads
- 2.5 mm – 3.5 mm adapter

STEREO IN EARPHONES 27087

- Great for audio and MP3



IN EARPHONES **"METAL EAR BUDS"** 27092

- Full metal construction
- Extra bass
- With storage pouch
- S/M/L earpads

IN EARPHONES **"COMFORT BUDS"** 27088 **black**

- Smooth shape design
- Comfortable fit
- Soft silicone cushions
- S/M/L earpads

IN EARPHONES **"MP3 LANYARD"** 27093

- Lanyard system for easy attaching of MP3 players and mobile phones
- Secure neck fit
- S/M/L earpads

IN EARPHONES **"COMFORT BUDS"** 27089 **white**

- Smooth shape design
- Comfortable fit
- Soft silicone cushions
- S/M/L earpads

HEADPHONES **"COMFORT BAND"** 27094

- Lightweight design
- With volume control
- Soft earpads
- Adjustable headband

IN EARPHONES **"STYLE BUDS"** 27090

- Powerful sound
- Anti tangle cable
- S/M/L earpads

NECK BAND HEADPHONES 27095

- Stylish & comfortable
- Single sided cable
- Soft earpads

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EAR BUDDY

Fresh, clean and attractive. Ear Buddy is a reliable friend for all your listening needs. Available in 4 great colours and with a "jelly style" flex fit, they are both light and comfortable. There is also a special "Ear Shield" model available with an active circuit designed to limit the maximum volume possible. Protection for all your loved ones!

EAR BUDDY

- Jelly style
- Fashion design in white
- Simple cleaning due to silicone design

EAR BUDDY
Cool Blue 27076

EAR BUDDY
Ice White 27075

EAR BUDDY
Hot Pink 27077

EAR BUDDY
Green Zest 27078

EAR BUDDY

EAR BUDDY

The EAR BUDDY Ear Shield headphones are designed particularly for the sensitive hearing of children aged from 6 years. Due to the active volume limiting, the sound levels are limited to a maximum of 85 dB. This technology ensures that the hearing of your child will be protected. The limit is permanent active and can't be circumvented. Therefore it is possible to leave the headphones with your children for them to enjoy safely. Furthermore the flexible, adjustable headband and the soft ear cushions offer great wearing comfort. The headphones are available in two designs: for boys and for girls.

EAR SHIELD FOR GIRLS

hearing protection headphones 27081

- Volume limited for safe listening
- Ultra comfort fit
- Flexible, adjustable headband and soft ear cushions
- For children aged from 6 years

new

EAR SHIELD FOR BOYS

hearing protection headphones 27079

- Volume limited for safe listening
- Ultra comfort fit
- Flexible, adjustable headband and soft ear cushions
- For children aged from 6 years

new

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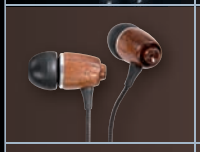
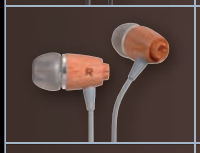
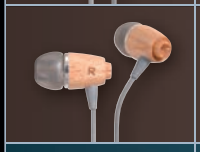
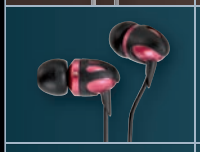
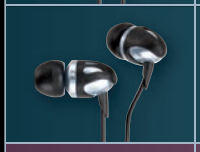
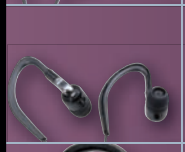
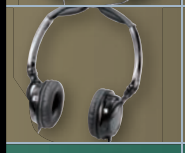
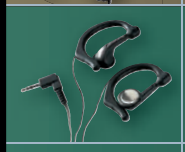
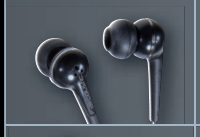
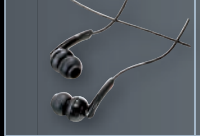
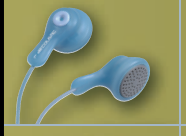
PRODUCT OVERVIEW

	Item	Description
	27108	Studio Monitors
	27105	BLACK WALNUT In Ear Speakers
	27106	CHERRY WOOD In Ear Speakers
	27107	BEECH WOOD In Ear Speakers
	27102	ROCK Profile Metal Earphones
	27103	POP Profile Metal Earphones
	27104	CLASSICAL Profile Metal Earphones
new	27573	Designer Earphones "Magnetic Buds"
new	27574	Designer Earphones "Magnetic Buds"
new	27085	Earphones "Sound Bullets"
	27080	Earphones "Cute Buds"

	Item	Description
	27082	Earphones "Funky Buds"
	27083	Earphones "Transforming Buds"
	27084	Retro-Style Headphones
	27099	Noise Isolation Earphones
	27100	Noise Cancellation Headphones
	27101	Folding Headphones
	27096	Ear Clips
	27097	Water Resistant Ear Huggers
	27098	Earphones "Lanyard"
new	28684	Headset "Made for IPhone"
new	28685	Headset for Smartphones

PRODUCT OVERVIEW

	Item	Description
	27255	Wireless Headphone Set with Auto-Tuning and Balance Control
	27256	Wireless Headphone Set with SRS Virtual Surround Sound and Balance Control
	27086	Stereo Earphones with 2.5 mm plug
	27087	Stereo Earphones
	27088	Earphones "Comfort Buds" black
	27089	Earphones "Comfort Buds" white
	27090	Earphones "Style Buds"
	27091	Earphones "Black Pearl"
	27092	Earphones "Metal Ear Buds"
	27093	Earphones "MP3 Lanyard"
	27094	Headphones "Comfort Band"

	Item	Description
	27095	Neck Band Headphones
	27575	Micro Earphones "Nano Buds"
	27075	Ear Buddy Ice White
	27076	Ear Buddy Cool Blue
	27077	Ear Buddy Hot Pink
	27078	Ear Buddy Green Zest
	27081	Ear Shield "Girls"
	27079	Ear Shield "Boys"

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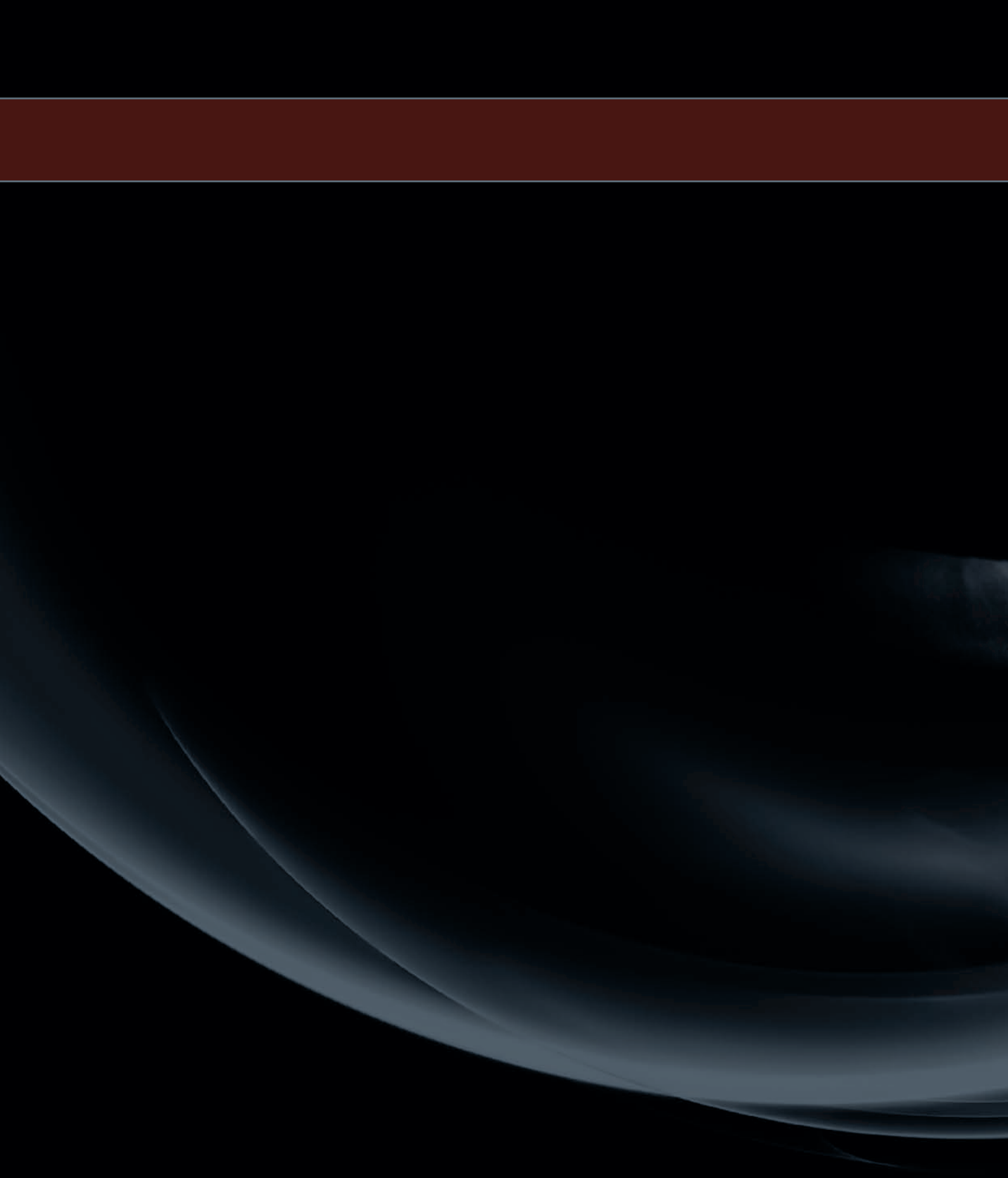

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